



Michigan Craft Beverage Council Research Priorities for Fiscal Year 2020

The Michigan Craft Beverage Council must award grants that meet the following:

- Research into fruits used in winemaking and wines, including, but not limited to, methods of planting, growing, controlling insects and diseases, charting microclimates and locations for growing desirable varieties of fruits used in winemaking and wines, marketing, processing, distribution, advertising, sales production, and product development.
- Research into hops, barley, beer, and spirits, including, but not limited to, methods of planting, growing, controlling insects and diseases, marketing, processing, distribution, advertising, sales production, and product development.

MCBC FY20 Research Priorities:

1. Climate change impacts (e.g. polar vortex damage and protection from severe weather damage to Michigan crops).
2. Crop quality, pest and disease management, and soil health (e.g. decrease pesticide residue on crops used in Michigan craft beverage production).
3. Water management and wastewater practices, including wastewater/municipality standards, analysis of wastewater standards, and solid waste disposal for Michigan Craft Beverage Industry producers.
4. Market research, sales production and product development relative to Michigan Craft Beverage Industry
5. New varieties for hops, fruit, barley, rye, or other agricultural inputs that are used in craft beverage production and can be grown in Michigan.

Proposals with other focus areas will be accepted.

Proposals Will Be Evaluated on the Following Criteria:

1. Overall impact to industry
2. Match dollars leveraged
3. Near-term impact to the industry
4. Will the project impact multiple segments of the craft beverage industry and its supply chain
5. Relevance to MCBC Research Priorities